Happy spring, MAPOR! Spring brings us the annual AAPOR conference being held in-person in Chicago, May 11-13, at the Sheraton Grand Chicago. We invite you to join the Executive Council at the New Member/All Chapter/Affinity Group Welcome Reception on Wednesday, May 11, from 6:30-7:30 PM. If you are at AAPOR, please stop by our booth in the Riverwalk Ballroom and mingle with some of your Executive Council members! We will be holding a raffle with some great Chicago-themed prizes.

MAPOR is again sponsoring the AAPOR All Chapter party during the conference. This year’s party will be held at Lizzie McNeil's on Thursday from 8:00-11:00 PM. Lizzie McNeil's is just across the street from the conference hotel and will have some seating along the beautiful Chicago riverfront. We hope to see you there. Please see Communications Coordinator Benjamin Schapiro’s column highlighting some of our MAPOR members’ scholarly contributions to this year’s conference.

A key function of our organization is finding ways to provide educational opportunities to our members. Keeping with this mission, the Online Learning Committee recently completed our first webinar series of the year, “Tidy Survey Analysis in R: Workshop Series”. Executive Council member Rebecca Powell, along with Stephanie Zimmer and Isabella Velásquez, presented the series over three consecutive Fridays. We had a record number of attendees to this series! Given the financial strength of our organization, and an understanding that funds for professional development may have been scaled back during the pandemic, we were able to offer
this webinar series at a significantly reduced rate. Stay tuned for our next webinar series to be announced in the next few weeks.

We are pleased to continue the MAPOR student Fellowship program, overseen by the Awards, Grants, and Support Committee. The fellowship program provides a unique opportunity for students to work with a MAPOR fellow and receive guidance on the development of an original research project. The selected students are each awarded $250 and receive free registration to the MAPOR conference. This year’s student fellowships have been awarded to Linh Nguyen from the University of Groningen and Charlene Stainfeld from The Ohio State University. They will be matched with two MAPOR fellows based on the topic of their abstracts, and we will announce the abstracts after they have been paired with an appropriate MAPOR fellow.

Our conference committee, led by Conference Chair Leah Dean and Associate Conference Chair Patrick Hsieh, has been hard at work planning for MAPOR’s 47th annual conference. Leah will announce the conference theme in her column, and we will soon send out a call for submissions.

Your Executive Council continues to search for useful ways to serve the membership. The Executive Council continues to meet monthly to plan for the annual conference and generate new opportunities for membership. If you are interested in our activities, I invite you to check out the meeting minutes on the MAPOR website. And as always, if you have any ideas or feedback about how we can better serve you or other members, please send me an email at president@mapor.org.

MAPOR Conference 2022
By: Leah Dean, Conference Chair, RTI International

Turbulent Times: Public Opinion Research in a Changing Landscape

Planning for the 47th annual MAPOR conference is underway. Most of us can agree that over the past few years we’ve seen some substantial (and surprising) shifts in both the way our work is conducted and the results of our work. Combined with the fact that this is a midterm election year, the council and I are pleased to announce that this year’s conference theme will be “Turbulent Times: Public Opinion Research in a Changing Landscape.”

The council and I are also pleased to announce the speakers for this year:
- Short Course: Kristin Olson, University of Nebraska-Lincoln
- Pedagogy Hour: Jill Dever, RTI International
- Keynote: Charles Franklin, Marquette University

The conference will be held at the Embassy Suites Chicago Downtown. Stay tuned for more details on a possible virtual option and for the call for abstracts. The council and I are excited for this theme and group of speakers. I look forward to seeing the submissions it generates for MAPOR membership.
MAPOR members are all over AAPOR’s conference in Chicago this year. We have collected some highlights for you; MAPOR members who are eager to share their work. Consider these sessions as you decide your AAPOR schedule!

**Wednesday**

Concurrent Session A: 12:45 PM – 2:15 PM
*Session 11: Experiments in Using Incentives to Boost Response Rates*
*Location: Superior A*
- Money Talks: The Effects of Monetary Incentives on Earnings Response in SIPP
  *Shalise S. Ayromloo & Kelly R. Wilkin, US Census Bureau*

*Session 12: Methodological Research Using the General Social Survey*
*Location: Missouri*
- Neighborhood and Respondent Determinants of Panel Attrition
  *Tiffany S. Neman, University of Wisconsin – Madison*
- Survey Timings Across Measures and Modes: Examples of Survey Length Estimation from The General Social Survey (GSS)
  *Benjamin Schapiro, Rene Bautista & Jaesok Son, NORC at the University of Chicago*

Concurrent Session B: 4:30 PM – 6:00 PM
*Session 6: Diary Design: Mode, Device, and Diary Alternatives*
*Location: Superior B*
- Web Diary Data Collection to Capture Out-of-Home Media Measurement
  *Brian Wells, Hani Zainulbhai & Seth Brohinsky, Nielsen, SSRS*

**Thursday**

Concurrent Session C: 8:00 AM – 9:30 AM
*Session 5: Diary Design: Mode, Device, and Diary Alternatives*
*Location: Michigan B*
- Evaluating a Web-Mail Alternative to a National Face-to-Face Survey: Initial Results from the American Family Health Study
  *Brady West, Mick P. Couper, William G. Axinn, James Wagner, Rebecca Gatward, Htay-Wah Saw & Shiyu Zhang, University of Michigan*
Session 7: Innovations in Election Polling
Location: Ontario
AP VoteCast’s Application of Advanced Weighting Techniques to Improve the Reliability of Election Surveys
*Nadarajasundaram Ganesh, Benjamin Skalland, Susan Paddock, David Sterrett & Jennifer Benz,* NORC at the University of Chicago

Concurrent Session D: 10:15 AM – 11:45 AM
Session 1: Critical Data Needs: Policing, Incarceration, and Gun Violence
Location: Mississippi
Attitudes Toward Criminal (In)justice in the United States
*Emily Alvarez, Jennifer Benz, Marjorie Connelly & Trevon Tompson,* NORC at the University of Chicago

Session 11: It's Not You, It's Me: Effects of Interviewer Characteristics and Behavior
Location: Huron
Interviewer and Respondent Skin Tone: Further Evidence for Contextual Race
*Eli Ornelas & Angelica Phillips,* University of Nebraska-Lincoln

Poster Session #2: 2:45 PM – 3:45 PM
Location: Exhibit Hall
The Urban-Rural Digital Divide in Internet Access and Online Activities During the COVID-19 Pandemic
*Angelica Phillips, Kirsten Olson, Jolene Smyth & Rachel Stenger,* University of Nebraska-Lincoln & RTI International

Concurrent Session F: 3:45 PM – 5:15 PM
Session 1: COVID-19 Perspectives Across Generations
Location: Mississippi
OK, Boomer: Exploring Sociopolitical Attitudes within Gen Z
*Betsy Broaddus, Dan Malato, Marjorie Connelly, Jennifer Benz & Trevor Tompson,* NORC at the University of Chicago

Session 3: Can I Get Your Attention Please? Incentives Mode and Message Salience
Location: Erie
Effects of Mode and Incentives on Response Rates, Costs, and Response Quality in a Survey of Opioid Use among Young Adults
*John Stevenson, Jennifer Dykema, Nadia Assad, Sarah Linnan, Jolene D. Smyth & Kristen Olson,* University of Wisconsin Survey Center, University of Wisconsin-Madison & University of Nebraska-Lincoln
Session 9: Creating and Maintaining Diverse and Inclusive Survey Panels: Challenges and Strategies
Location: Missouri
How Does AmeriSpeak Panel Recruit, Engage, and Retain Diverse and Hard-to-Recruit Segments of the US Population?
J. Michael Dennis, Ipek Bilgen & David Dutwin, NORC at the University of Chicago

Friday

Concurrent Session G: 8:00 AM – 9:30 AM
Session 1: Gender and LGBTQI Roles and Attitudes
Location: Mississippi
Understanding Public Support for Policies Aimed at Gender Parity in Politics: A Cross-National Experimental Study
Timothy Gravelle, Andrea Carson, Victoria Bustamante Rodriguez, Lia Acosta Rueda & Leah Ruppanner, Momentive, La Trobe University & University of Melbourne

Session 7: Innovations in Address-Based Sampling
Location: Missouri
Examination of Auxiliary Information Appended to Address Based Samples in Mixed Mode Studies
Ipek Bilgen, David Dutwin, Grace Xie & Chang Zhao, NORC at the University of Chicago

Concurrent Session H: 10:15 AM – 11:45 AM
Session 10: Let Me Put It This Way: Sensitive Topics in Questionnaire Design and Interviewing
Location: Colorado
Interviewer-Respondent Interactional Patterns across Question Sensitivity and Respondent Race
Tiffany Neman, Jennifer Dykema, Dana Garbarski, Cameron Jones, Nora Cate Schaeffer & Dorothy Farrar Edwards, University of Wisconsin—Madison & Loyola University Chicago

Session 11: Who Are You? Check All That Apply: Measuring Race, Ethnicity and Self Identification
Location: Huron
Questioning Identity: How a Diverse Group of Respondents Answer Standard Questions about Ethnicity and Race
Dana Garbarski, Jennifer Dykema, Tiffany Neman, Cameron Jones, Nora Cate Schaeffer & Dorothy Farrar Edwards, Loyola University Chicago & University of Wisconsin—Madison
Concurrent Session I: 1:15 PM – 2:45 PM

Session 5: Shall You Choose or Should We? Testing Parallel vs. Sequential Multimode Designs
Location: Michigan B

Has Anything Changed in a Decade? An Experimental Evaluation of Mail/Web Mixed-Mode General Population Surveys
Kristen Olson & Jolene D. Smith, University of Nebraska-Lincoln

Concurrent and Sequential Mixed-Mode Experiments Before and During the COVID Pandemic
Lindsey Witt-Swanson, Amanda Ganshert & Kristen Olson, University of Nebraska-Lincoln

Remember, You Can Complete This Survey Online! Adding a Web Survey URL to the Mail Questionnaire Cover in a Mixed-Mode General Population Survey
Amanda Ganshert, Lindsey Witt-Swanson & Kristen Olson, University of Nebraska-Lincoln

Session 8: The Horse Race: We Can’t Tell Who Wins, But Know Pollsters Lose
Location: Ontario

Using Experimental Vignettes to Study how Survey Methods and Results Influence the Public’s Evaluation of Public Opinion Polls
Allyson Holbrook, Paul J. Lavrakas, Timothy P. Johnson, Young Ik Cho, Andrew Crosby, Xiaoyan Hu, Evgenia Kapousouz, Polina Polskaia & Henning Silber, University of Illinois Chicago, NORC at the University of Chicago, University of Wisconsin-Milwaukee, Northwestern University, Pace University & GESIS Leibniz Institute for the Social Sciences

Session 3: Shall You Choose or Should We? Testing Parallel vs. Sequential Multimode Designs
Location: Superior B

Is it Worth It? Cost-Effectiveness and Quality Implications of a Final Mailing to Survey Nonrespondents Joe Murphy, Saki Kinney, D. Ross Beall & Katie Lewis, RTI International & US Energy Information Administration

Concurrent Session J: 3:15 PM – 4:45 PM

Session 6: Measuring Sexual Orientation in Federal Surveys
Location: Superior B

Choices Matter: How Response Options for Survey Questions about Sexual Identity Affect Population Estimates of Its Association with Alcohol, Tobacco, and Other Drug Use
Brady West & Sean Esteban McCabe, University of Michigan
MAPOR finances remain strong! The recent webinar series generated $1,695 in revenue from attendance fees and new memberships. As of late April our checking account has $29,706.58 and the savings account has $46,973.18.

Membership has rebounded from a lull over the past two years and currently sits at 360. MAPOR’s highest membership was 367 in 2019 prior to the conference and we expect to surpass that number within the next few weeks. The current membership is composed of 288 non-students and 72 student members.

<table>
<thead>
<tr>
<th>MAPOR Members - May 2022</th>
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<tbody>
<tr>
<td>Non-students</td>
<td>288</td>
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<tr>
<td>Students</td>
<td>72</td>
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<td>Total</td>
<td>360</td>
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Thank you to everyone who participated in the MAPOR membership survey! We will report out on findings in the summer newsletter.

As a PhD student in survey methodology at the University of Illinois Chicago, MAPOR has helped me thrive professionally in various ways. MAPOR was the first conference I attended, and I presented my research. Although initially, I was nervous, I quickly realized how friendly the participants were. I received valuable feedback on my presentation, but most importantly, people were very welcoming with a positive attitude. They made me feel appreciated and a valuable member of the family. Throughout the years, I have made essential and beneficial connections I trust I will maintain.

I believe the conference is the ideal size for someone new in their career. It is small enough that everybody is genuinely interested in meeting the other participants and building strong connections, but large enough to meet new people every year, have multiple sessions simultaneously and be informative.
In 2019, I had the honor to be a member of the Executive Council as the Student Liaison, and my experience was amazing. The Executive Council has high adaptability in various circumstances. Most importantly, it is very student-oriented, finding new ways to support the students and introducing programs that students could benefit from, such as the MAPOR Fellowship Program, Paper Awards, and Travel Awards. They are always open to new ideas and initiatives. Their main concern is not only bringing new students every year but also retaining the students and making them permanent members. Thus I have been grateful that they go above and beyond to assist and support us by having a discounted registration for the conference, free Networking Lunch Buffet, free professional development through webinars during the year, and outings with students, mixers, etc. Although most of the activities revolve around the conference, there are plenty of opportunities to collaborate, network, and engage in different activities throughout the year. If you have any suggestions, please feel free to contact me at ekapou2@uic.edu, and I can share them with the Executive Council.

I am proud to be a member of the MAPOR family, and I look forward to the new initiatives and ideas.
MAPOR Vision

MAPOR is a leading voice in public opinion, survey, and social science scholarship, methods, and practice among regional professional associations. We are an inclusive and supportive community that enables our diverse members to achieve their educational, professional development, and networking goals.

MAPOR Mission

We provide high-quality educational and conference programs to encourage scholarly exchanges across disciplines and geographies, broaden member access to mentors and resources, and bolster opportunities for leadership and innovations. We join forces with AAPOR, academic institutions, and government and industry employers to develop a thriving community that supports all MAPOR members, including students, scholars, and professionals in every stage of their career.

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Support from organizations like yours helps keep costs down for young researchers, and keeps MAPOR conference attendance high. In return, your sponsorship increases the visibility of your organization, both to future customers and to future hires of survey professionals.

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